

Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearing 26 May - 27 May 2008



Question: PM135

Outcome 1, Output 5.8

Topic: Binge Drinking campaign

Hansard Page: Written Question

Senator Ronaldson asked: If the process is not up and running:

How does the Government expect to get its \$20 million binge-drinking campaign up and on the airways, without a clear and transparent process in place?

Answer:

The binge-drinking campaign will be developed in accordance with the *Guidelines on Campaign Advertising by Australian Government Departments and Agencies* which were released on 2 July 2008.